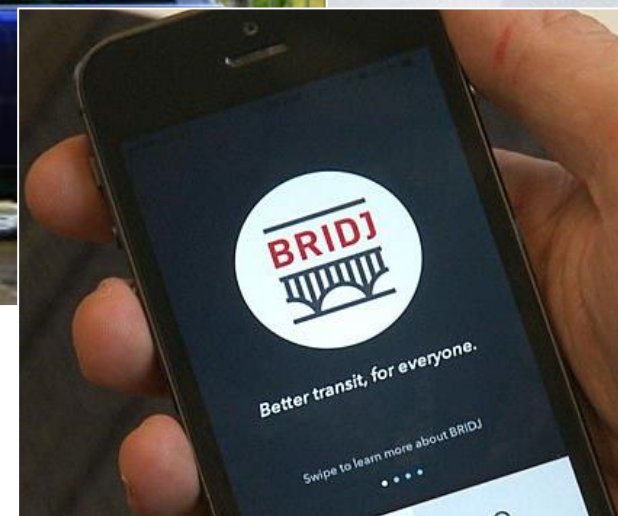
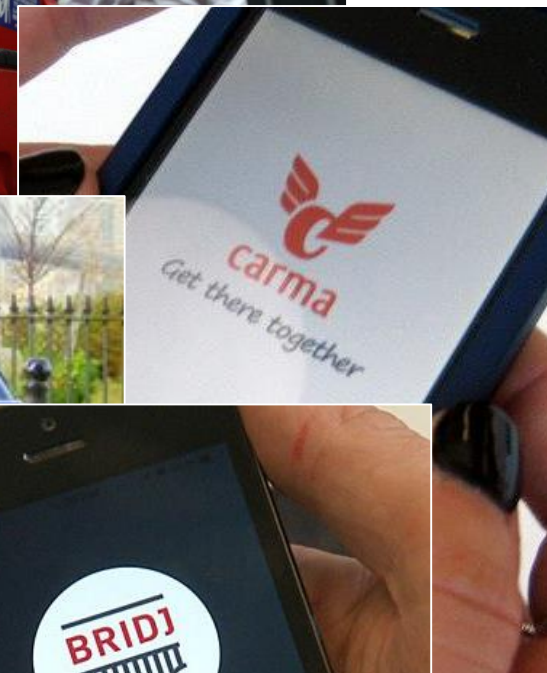


# Shared Mobility Services An Introduction

Operations Committee  
*February 13, 2015*



# Shared Mobility Services



**ride service**  
a company/organization that  
offers transportation



**on-demand**  
users can request a ride or book  
a vehicle for immediate use



**app-based**  
travelers use mobile applications to  
reserve their mode of transportation





# Ride-hailing

*app-based, on-demand ride service platform  
used to source rides from a driver pool*

airport rides



dispatches private vehicles



kids + seniors

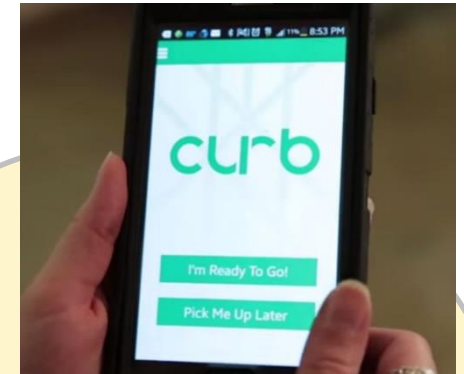


Sidecar

experimenting with package delivery



dispatches taxis



summon  
formerly InstantCab

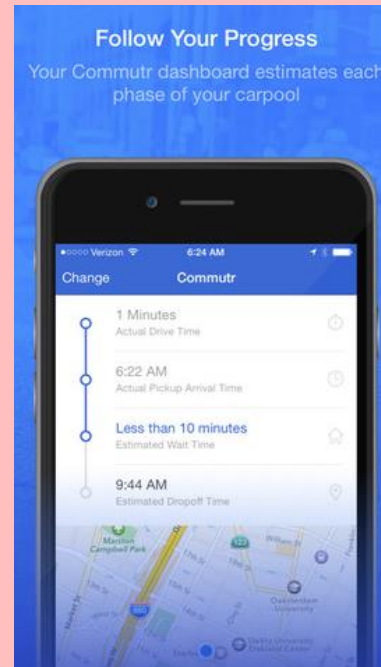
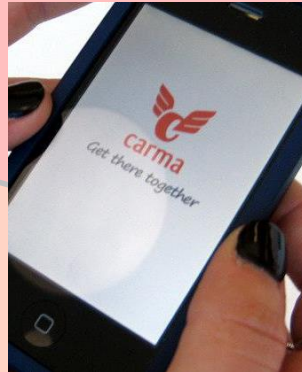


# Ridesharing

*the grouping of two or more travelers with the same or similar destination in one trip*

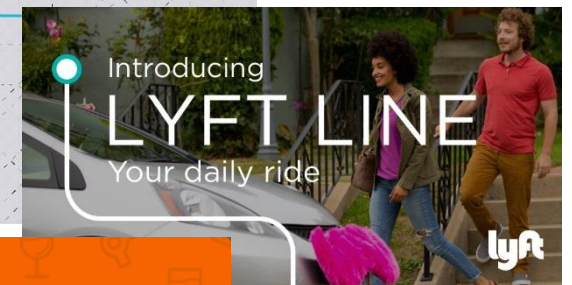
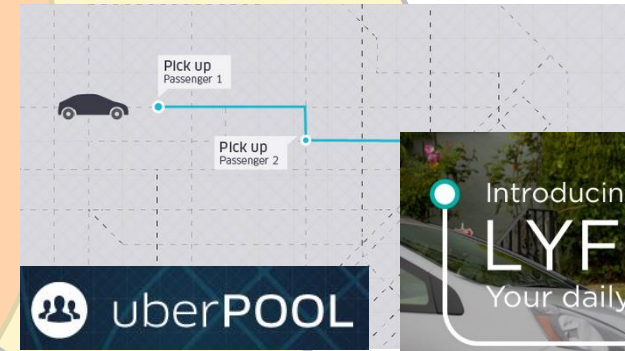
## app-based service

use of mobile app to group rides or to find a carpooling partner



## sharing ride-hailing services

users can opt into sharing a ride at a lower cost



Sidecar  
Shared Rides are  
#cheaperthan

**traditional ridematching**  
link users together to coordinate their own carpool

**511**

# Carsharing

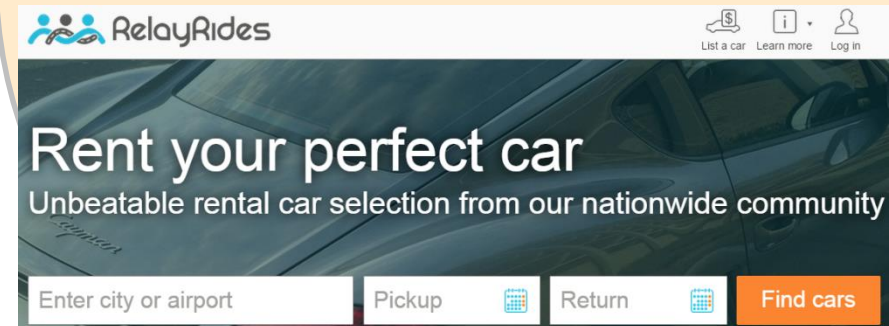
*short-term rental of vehicles, either owned by a company or peer-to-peer sharing facilitated by an app*



**company vehicle rental**



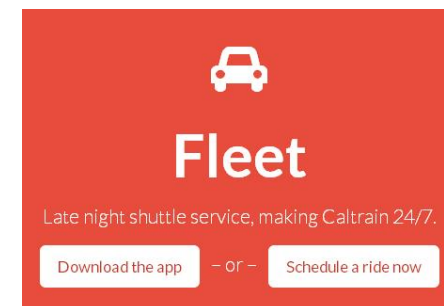
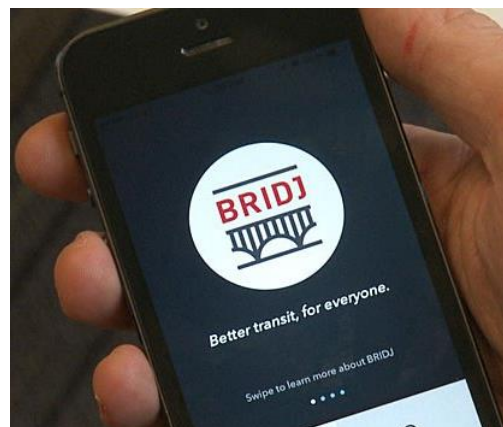
**peer-to-peer vehicle rental**





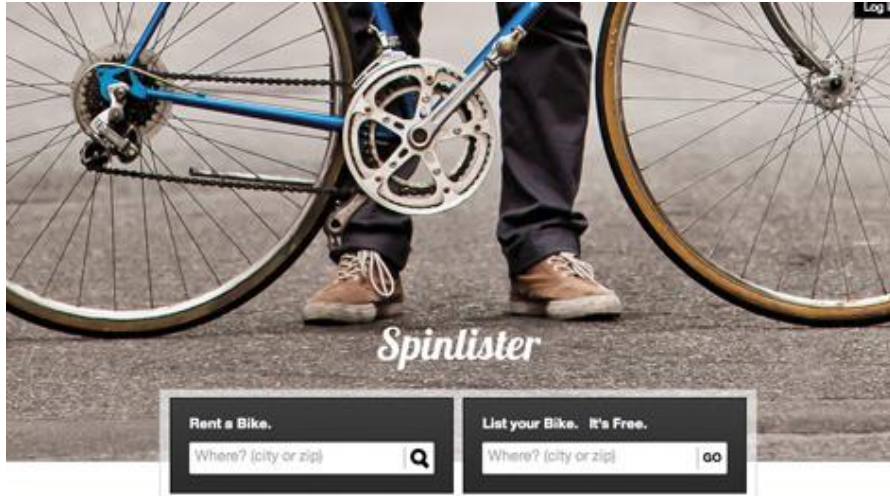
# Privately-Operated Mass Transit Service

*privately run and funded for public use; fixed-route commute, dynamically routed, or late-night service with amenities like reserved seating and wifi*



# Bikesharing

*short-term rental of bicycles, either owned by a company or peer-to-peer sharing facilitated by an app*

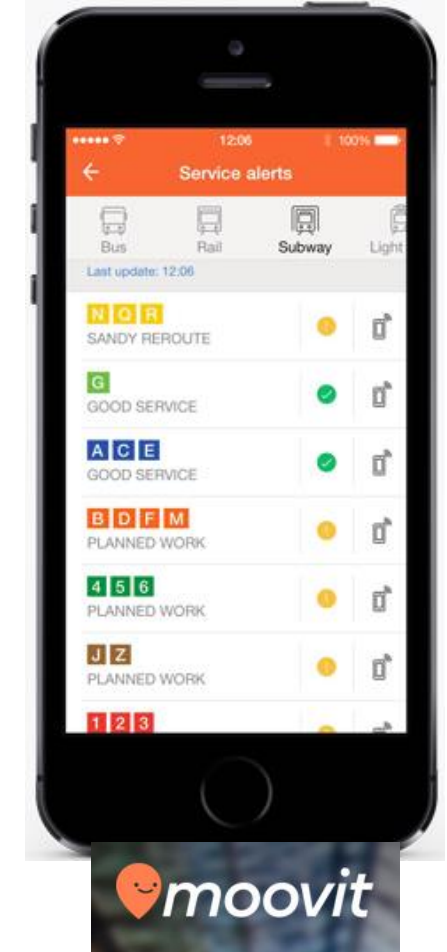
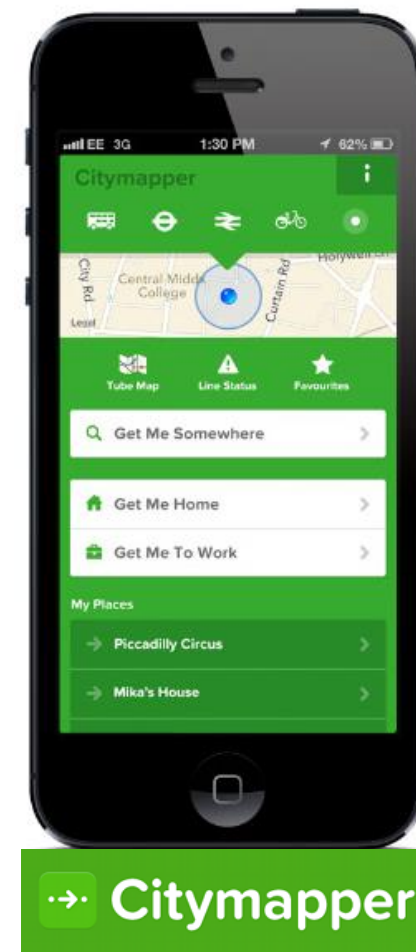
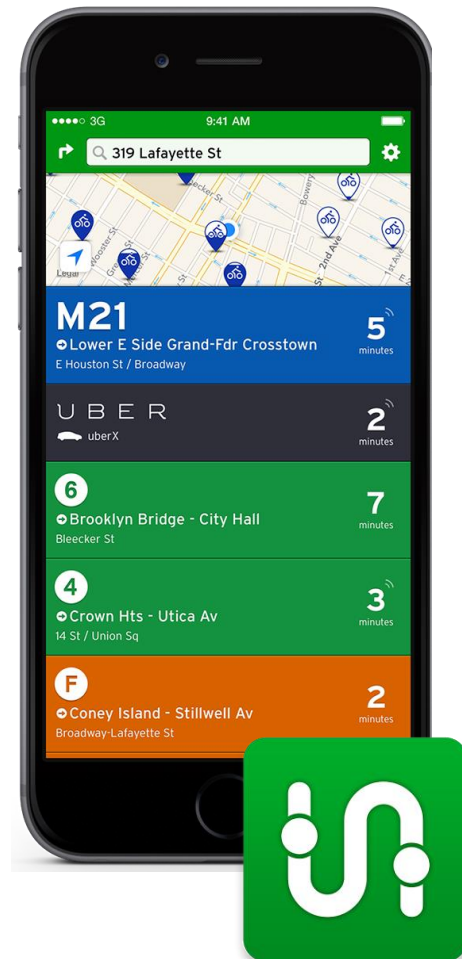
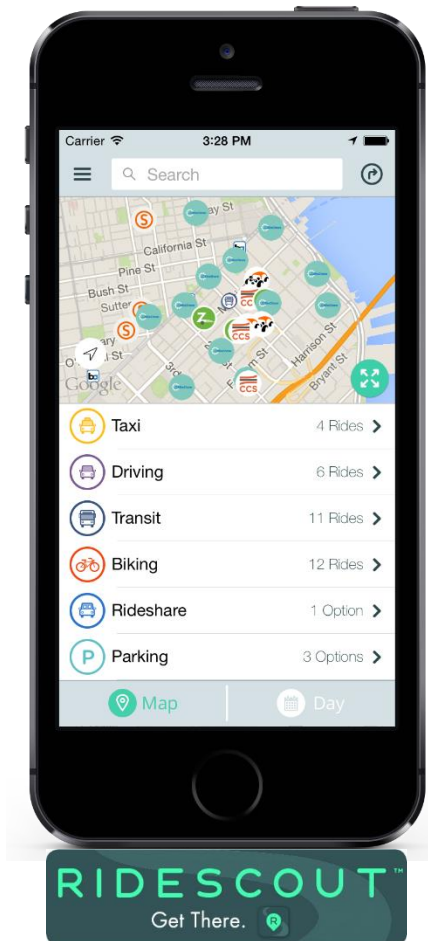


**Find a bike to ride.**



# Service Aggregator/Transit Trip Planners

*apps that pull in data feeds to provide users with a range of mobility options*

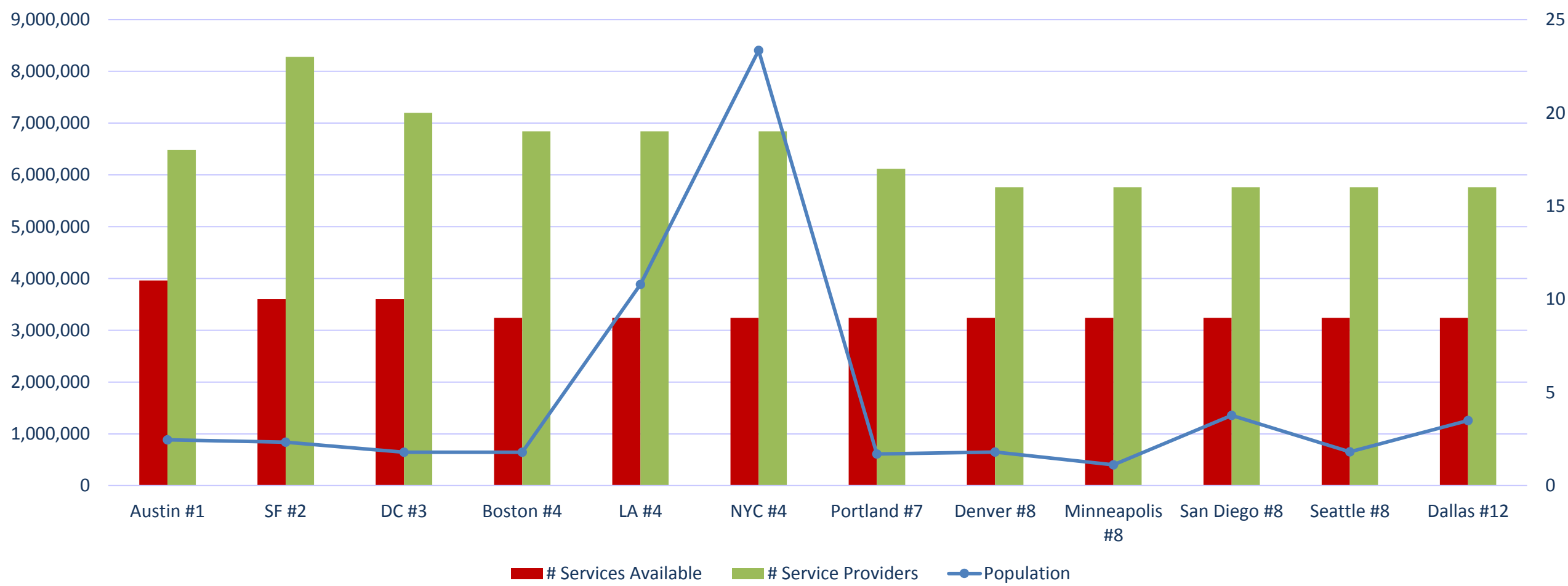




# Current Data Analysis and Research

- **Research interest is high (and will probably increase.)**
  - Transportation Network Companies – shared mobility providers -- sharing data with CPUC as part of licensing process.
- **Frontier Group index.**
- **University of California Transportation Center surveyed riders in SF.**

# The Innovative Transportation Index: a ranking of US cities based on shared mobility service providers



Source: The Innovative Index: The Cities Where New Technologies and Tools Can Reduce Your Need to Own a Car

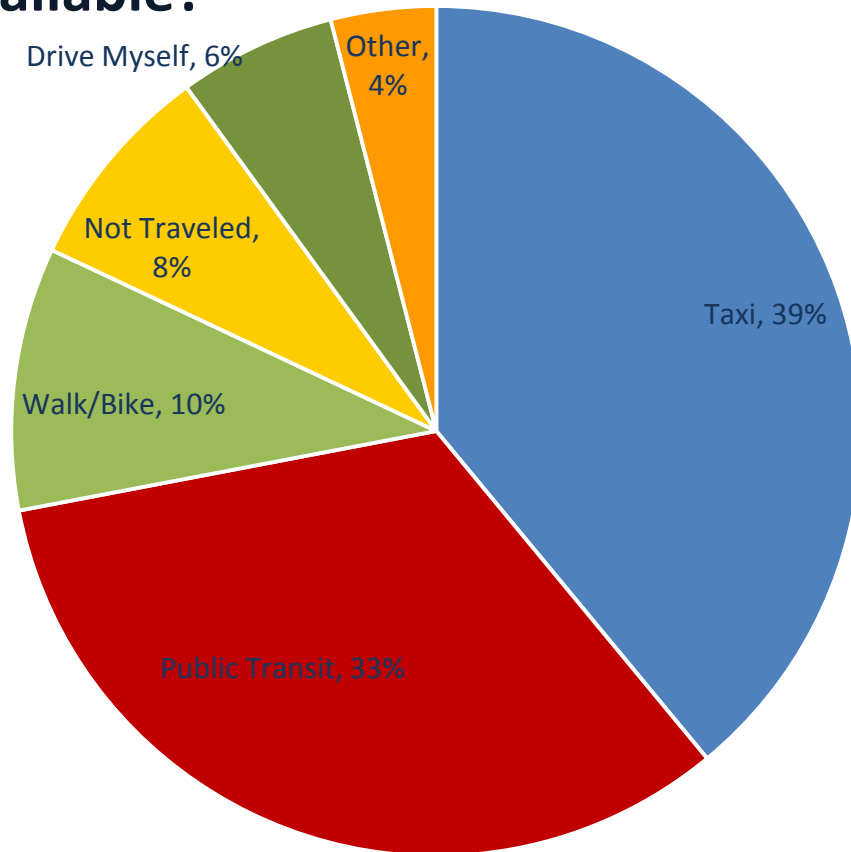
# **“App-Based, On-Demand Ride Services: Comparing Taxi and Ridesourcing Trips and User Characteristics in San Francisco”**

- **Study released by University of California Transportation Center, UC Berkeley in August 2014 (updated November 2014)**
- **Intercept survey of 380 ride-hailing users in three SF ride-hailing hotspots in Spring 2014**
- **Survey Results:**
  - Ride-hailed trips are not well served by public transit, suggesting a complimentary relationship, at least for some trips
  - Evening trips comprise a large (maybe largest) part of market
  - Trips were mainly social and leisure trips
- **Not intended to represent all ride-hailing users in SF or greater Bay Area; calls for further investigation**



# Modal Shift and Induced Travel

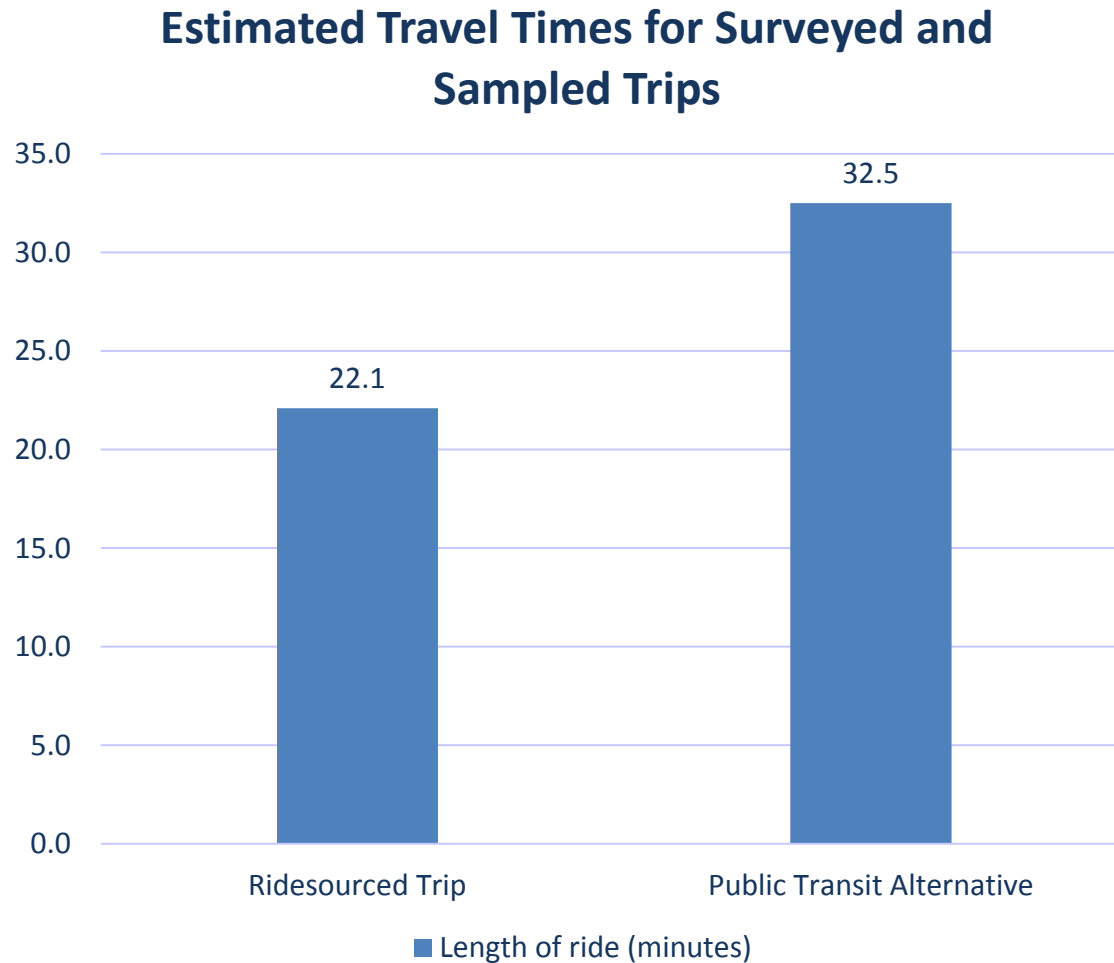
**Question Asked: How would you have made this trip if Uber/Lyft/Sidecar were not available?**



- Nearly 40% would have used a taxi
- 33% would have taken public transit
- 92% would have still made trip, suggesting 8% induced travel effect

*Source: App-Based, On-Demand Ride Services: Comparing Taxi and Ridesourcing Trips and User Characteristics in San Francisco*

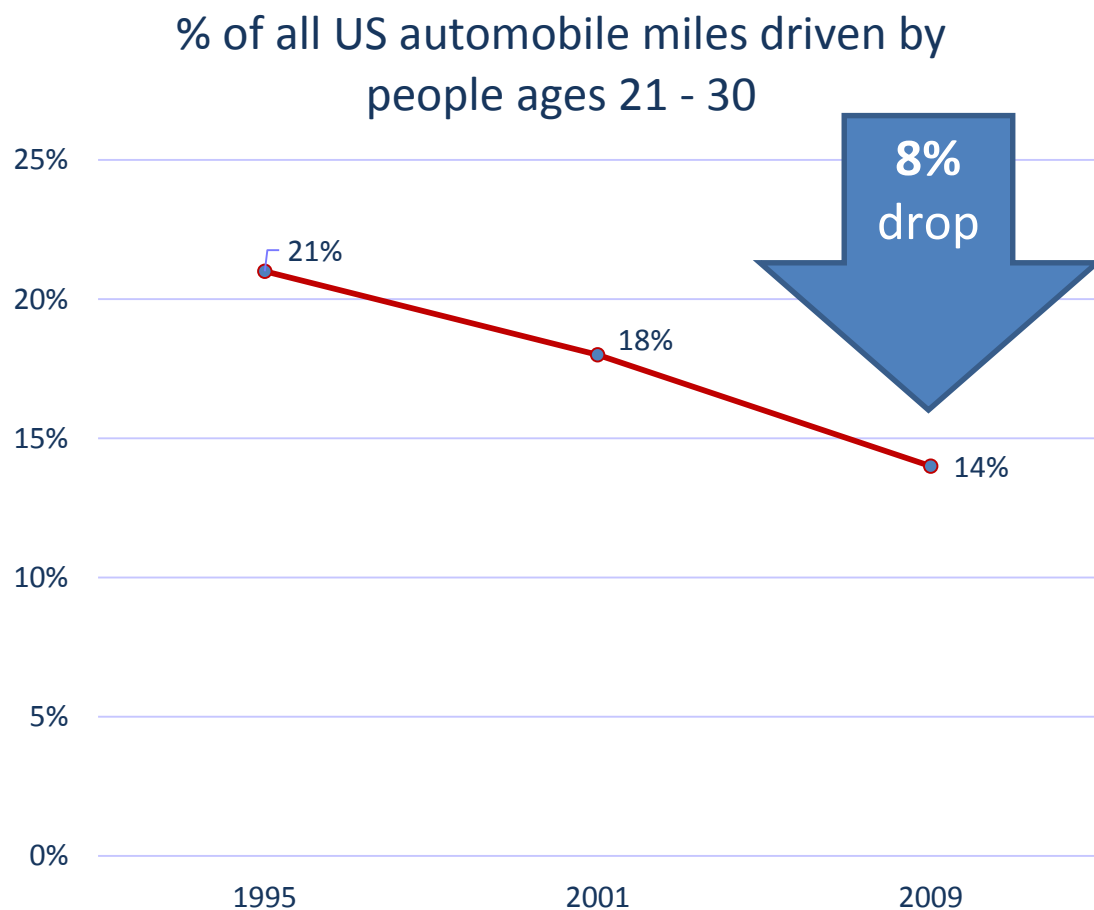
# Public Transit Analysis: Complement or Substitute?



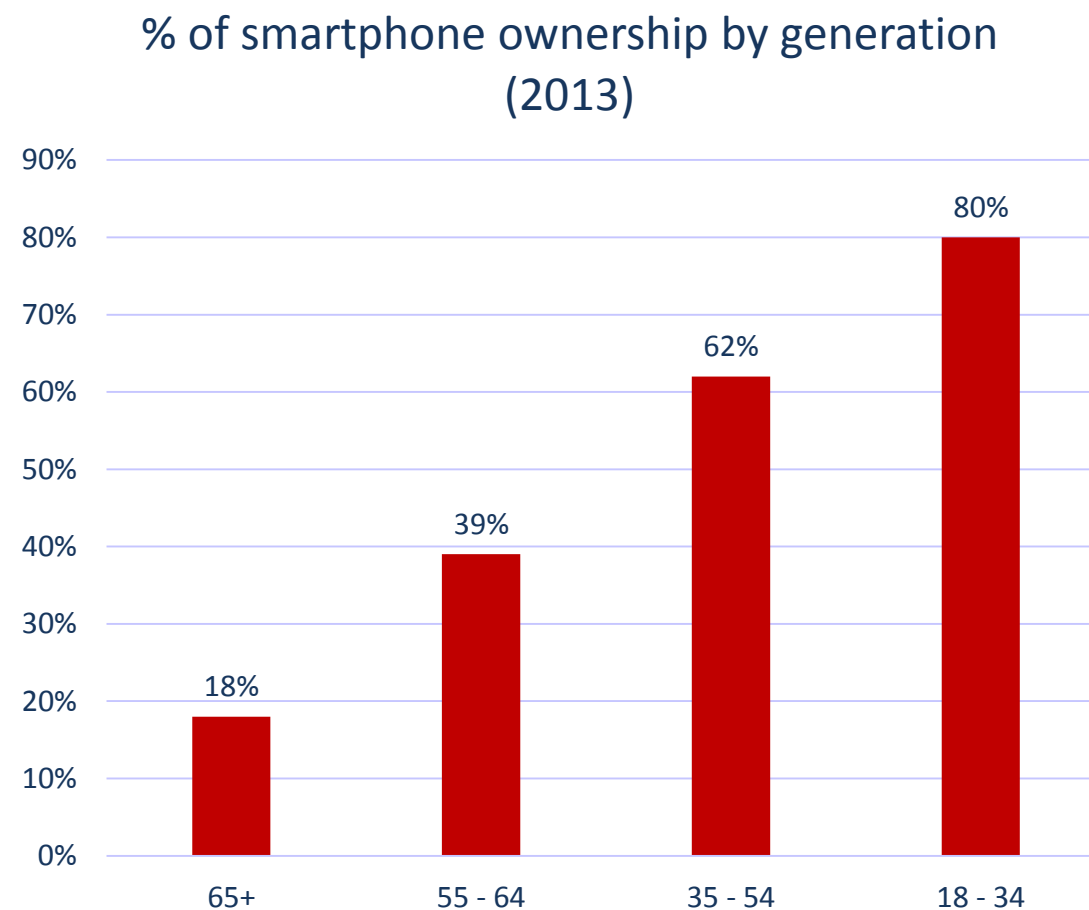
- Compared surveyed ride-hailed trip time to public transit trip time as calculated by Google Transit Trip Planner API
- Average ride-hailed trip was ~10 minutes faster
- 66% of alternative public transit trip times were at least double the length of the ride-hailed trip

Source: App-Based, On-Demand Ride Services: Comparing Taxi and Ridesourcing Trips and User Characteristics in San Francisco

# Is this an extension of the impact of millennials?



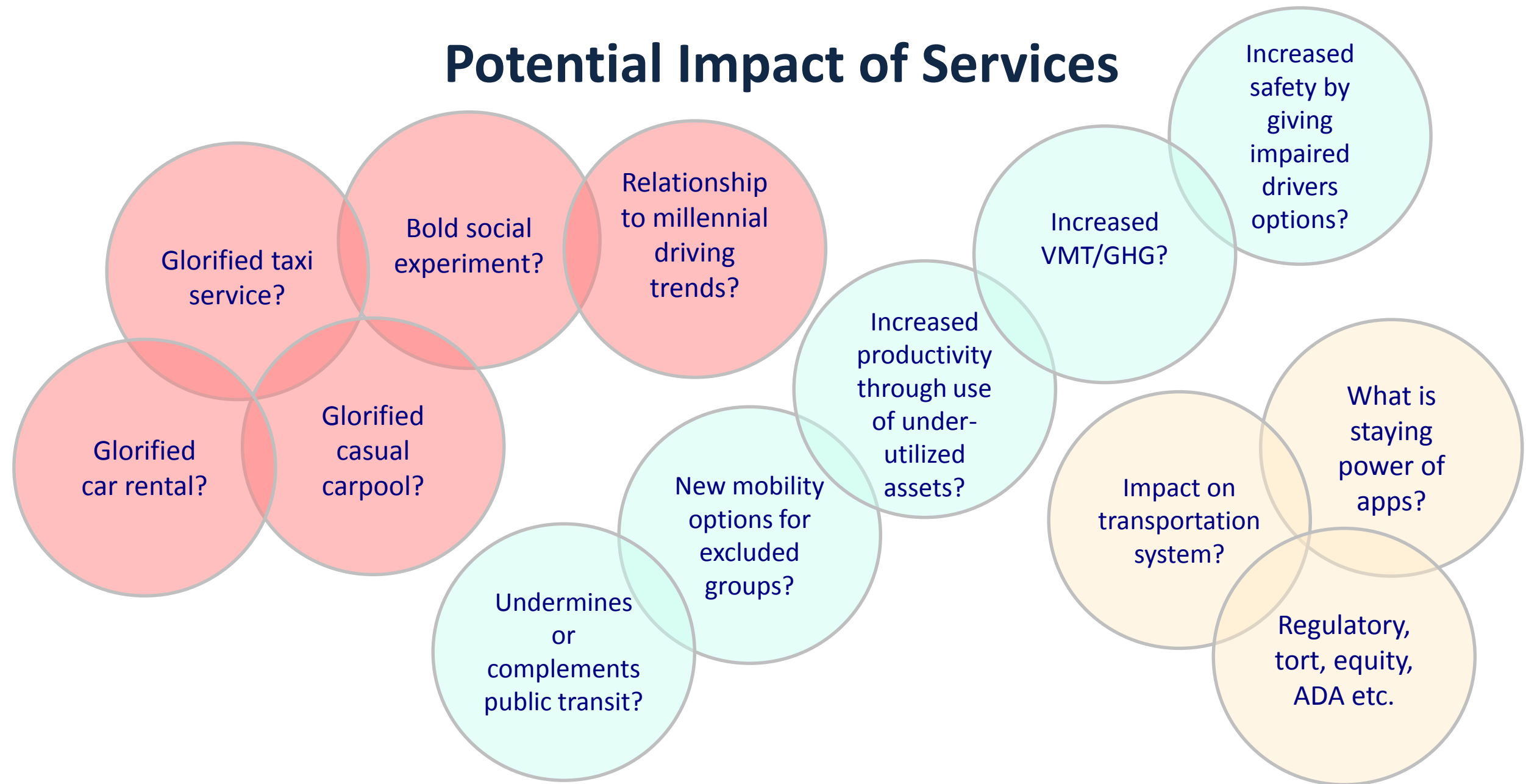
Source: FHWA's 2009 National Highway Travel Survey



Source: 2013 Pew Research Center Survey



# Potential Impact of Services



# What is MTC's Role?

- **Shared Mobility Services have an impact on the Rideshare and 511 programs-- will return to discuss these in more detail in April 2015**
  - Explore strategic partnerships to bring “best of class” into the 511 service
  - Explore pilots or incentives to encourage innovation with carpooling, especially with launch of express lanes program.
- **Seek to understand impact of Shared Mobility Service companies on regional mobility**
  - Encourage and/or conduct survey to ascertain motivation/economic rationale behind provider participation
  - Uber recently announced a data sharing partnership with Boston
- **If needed, facilitate partnerships or integration opportunities for Shared Mobility Services and transit agencies?**